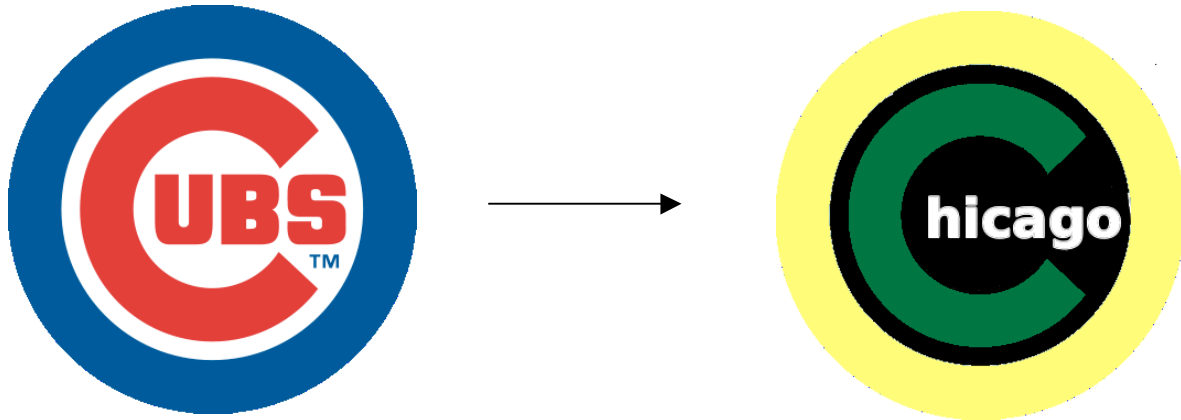


Name: \_\_\_\_\_

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## Modify Logo Assignment

**Practice:** As a class we are going to manipulate a Chicago Cub's logo using Adobe Fireworks. I have provided the steps for you to follow along with and use as a resource when you are working on your own. This is practice for when you create your own logo.



1. Open up Macromedia Fireworks
  - Start
  - All programs
  - Adobe Fireworks
  - Create New → Fireworks Document (PNG)
  - Width: 375 and Height: 375
  - Click ok
2. Copy and paste the Cubs Logo from my website
3. Change the blue circle a different color
  - Click on the *magic wand* tool
  - Once you have the *magic wand* tool, click on the blue circle
  - Change the *paint can* color (colors group, small paint can)
  - Grab the *paint can* tool under colors (large paint can)
  - Click on the blue circle

Name: \_\_\_\_\_

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4. Change the red C a different color
  - Follow the steps in # 4
5. Delete the “ubs” and the white background
  - Again using the *magic wand* tool click the area you want to delete.
  - If it is easier, you can also use the lasso tool to lasso the area you want to delete. Zoom in if you need to (CTRL +)
  - Grab the *eraser tool* you can adjust the size of the eraser on the bottom of the screen under properties.
  - Change the background color.
  - If your need to touch up the color, zoom in and grab the *brush tool*.
6. Add text
  - Under vector, click on the *text tool* [A]
  - Click and drag the text box to the middle of the “C”
  - Type “hicago”
7. Change Text
  - On the tool bar, click text (Vector Group), then font and select the font type of your choice
  - Go back to text and select size, change the size
  - You can move the text box by selecting the *subselection tool* (white arrow) click and move
  - Going back to text on the tool bar, select style (bottom of the screen under properties) and bold
  - The *paint can* changes your text color and the *pencil* changes the outline color
8. Editing
  - If you need to touch up your logo, it is easier to do if you zoom in.
  - Let’s practice...go to view, zoom in.
  - Grab the *paint brush*; change it to basic, hard line.
  - Touch up the logo
9. Save your logo as a .png file (Portable Net Graphics) with your name followed by the text Cubslogo (example: **MrWoodCubsLogo.png**)
10. Submit it to my dropbox.

Once you have finished this assignment, start researching your own logo. Your personal logo is due by the end of class on Thursday. You may either adapt someone else’s logo or create your own from scratch in either Photoshop or Fireworks.

Name: \_\_\_\_\_

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## **"10 Logo Design Tips"**

<http://www.1stwebdesigner.com/design/10-logo-design-tips/>

Read the article and answer the questions.

1. What is a logo and why is it important to have an effective logo?
2. What are the five things you should consider when creating a logo?
  - a.
  - b.
  - c.
  - d.
  - e.
3. What are the five things you should NOT do when creating a logo?
  - a.
  - b.
  - c.
  - d.
  - e.
4. Can you think of at least two other SIMPLE logos (not counting Nike or Apple)?
  - a.
  - b.
5. Explain what the author means when he says your logo should be dynamic. (Look up the word dynamic if you need to on google... (define:dynamic))
6. What is the most important advice you can take from the author's statement about your logo being versatile?
7. Which of the don'ts do you think are most important? Why?
8. "Take a minute to sit down and think a little bit about the personality you are trying to convey to your customers. Jot down the five keywords that would best describe your personality." Then jot down what colors would you like to use in your logo and what images would you like to use in your logo.

**Keywords:**

**Colors:**

**Images:**

Name: \_\_\_\_\_

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**Fireworks Toolbar:** Label the following tools and state what they do. You will later be able to use this as a reference guide. (Hint: Mouseover the tool to find it's name).

